



FEBRUARY 2021

CELEBRATING SPROUTS TEAM MEMBERS

JACK'S CORNER

Customers love Sprouts, and that's because of you, our team members. Our target customers are looking for healthy and innovative products to feed themselves and their families, and you inspire them to connect with our brand by providing great service and sharing the unique products we offer.

Our customers trust us to be an authority on the unique, healthy products we offer. To highlight new and exciting products, we're showcasing our innovative assortment through our **"Find a New Favorite"** campaign. You may find some great ideas through this digital campaign that you can recommend to customers, including items that are exclusive to Sprouts. So, be sure to take advantage of your great relationship with our customers and recommend your favorite products!

I can't talk about your great connection to our customers without mentioning the success of the **Sign-Up Showdown**

Contest— a contest that started last summer and rewarded stores for encouraging customers to sign up for the Sprouts app. Your active participation in this contest helped increase Sprouts app downloads by nearly 60% and helped us capture more than 3 million customer emails! This is pivotal to our goal of reaching our target customer. This contest will continue throughout 2021 so keep up the great work!



I appreciate all of your hard work, and I know that our customers do too!

Stay safe,

Jack Sinclair
Chief Executive Officer

**GET READY FOR TEAM MEMBER
APPRECIATION WEEK MARCH 15-21**

Team Member 20% Discount and Spring Celebration: **Saturday, March 20**
Join in on the fun, good food, and a celebration of all the great things you do!



2020 SIGN-UP SHOWDOWN CHAMPIONS

Ready, set, collect! Last year, we had our first **Sign-Up Showdown** company-wide contest. We asked team members to help customers sign up and select their store on sprouts.com or the Sprouts app for a chance to win up to \$200 and bragging rights, of course!

As a top store in their region, all team members at **store #308 – Greeley, CO** received a Sprouts t-shirt and \$100! Hear from a few Greeley team members as they give the inside scoop on being customer-centric while promoting the Sprouts app:

"I was so excited to hear we were the winning store in our region! Our customers look forward to the extra perks our app provides and are thrilled they can use the coupons, too!" - **Amber Baker**, In-Store Shopping Clerk

"I connect with my customers by getting to know them and their needs. This makes it easy to share with them why the Sprouts app works best for their lifestyle. Customers can't believe the amazing deals, and how user-friendly the app is." - **Sarah Houghtaling**, Cashier

"It's always good to start your conversation by asking every customer if they will be saving with the Sprouts app. They're always so surprised and overjoyed to hear that there is an app for their favorite store -- not to mention the great savings!" - **Sydney Buckles**, Cashier

Don't forget! The 2021 Sign-Up Showdown is happening now through **December 1**. Head to The Vine to see how your store is doing in the 2021 Showdown.

2021 HENRY BONEY MEMORIAL SCHOLARSHIP



Since 2009, the Henry Boney Memorial Fund has awarded more than \$1.1 million to help team members like you and your dependents achieve your college dreams. In its 13th year, this scholarship fund will offer \$2,000 to 60 eligible team members and 15 dependents for undergraduate study. The application for this year's Henry Boney Memorial Scholarship is open now and must be completed online by **April 15**.

Past recipient **Micaela Parisi**, Vitamin Department Manager at **store #502 – Las Vegas, NV**, is in the Nutrition and Dietetic program at the University of Nevada, Las Vegas, studying to become a Registered Dietitian.

Micaela shared how receiving the Henry Boney Scholarship helped her continue her education: "This profession requires an expensive post-baccalaureate internship that I must pay for personally. The Henry Boney Scholarship not only cushions my current undergraduate and personal expenses but also helps me save up for the future internship that will propel me into my dream job! By offering this scholarship, Sprouts Farmers Market advocates for education." Micaela said.

"I want to encourage other Sprouties to start, continue, or finish your education - however long it takes, just don't give up! Go all-in with the help of a company that cares, and apply for the Henry Boney Scholarship!" Micaela said.

Visit The Vine for more information and to access the online application.



CUSTOMER COMPLIMENTS

Every day, our customers see you hard at work, working to be **helpful** and keeping them **healthy** and **happy**! That's why we encourage our customers to send in compliments about your great work, like these:

I would like to acknowledge Liz, one of the store associates who has gone above and beyond. My two daughters have been home since March and are both deaf. Liz has reached out to them every time she sees them in the store. She signs with them and makes them feel welcome. They love that there's a person in their store who speaks their language and makes them feel special each and every time!"

– Customer at store #283 – Santa Clara, CA

"I wanted to let you know how amazing Abdul is! Abdul is spreading the love at your door, and that, my friends, has a huge ripple effect! He greets you with sincerity and a smile, although as of late, it's been hidden under a mask. There are a lot of people out there who need that warm sincerity! So, my love and applause go to Abdul. He's your hidden gem!"

– Customer at store #123 – San Antonio, TX

"My family and I were in the Naples store for the first time. We could not find steel-cut oats, and Maria helped us. We have never been treated with such respect and kindness. She helped us and answered all of our questions. Maria treated us like family - we've never felt like that in a retail store. She is absolutely an asset to your company and a model for customer service!"

– Customer at store #615 – Naples, FL

Head over to The Vine to find more customer compliments! You might discover you've gotten a shout-out from a happy customer!



FIND A NEW FAVORITE

Are you ready to venture out from your grocery list mainstays? Have you been looking for something bold and a little daring? Kick that flavor fatigue to the curb and fill up on our newest, tastiest food and supplements in our new marketing campaign **Find a New Favorite!** Check out these awesome products highlighted this month!

SKIN TE COLLAGEN SPARKLING TEA



URBAN ACCENTS PLANT BASED MEATLESS MIX



CARBONAUT LOW CARB SEEDED BREAD



NUDGE COFFEE BUTTER



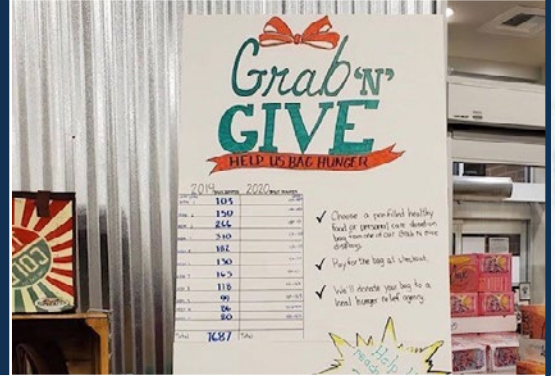
Have you found your favorite product? Send in your favorites to communications@sprouts.com for a chance to be featured in an upcoming edition of Good Food. Good People.

CONGRATULATIONS ON ANOTHER INCREDIBLE GRAB 'N' GIVE!

During the 2020 holiday season, team members across the country encouraged our guests to help people who need it most in our communities by participating in our Grab 'N' Give program. Because of your hard work, our guests donated more than **495,000 bags of grocery and personal care items worth over \$5 million** to local relief agencies because of your tireless work.

The team at **store #954 – Marlton, NJ** created a fun handmade store tracker to engage customers on their progress. "Many of our customers remembered the program from last year and couldn't wait to donate again," **Frankie Pickle**, Store Manager, said. Some customers went as far as purchasing 10 bags in one transaction! "Focusing on local families has been the main selling point for our cashiers and has really helped engage our customers," Frankie said.

Know a team member who's doing an outstanding job serving our guests? Let us know at communications@sprouts.com, and they might be featured in a future issue of Good Food. Good People!



CELEBRATING BLACK HISTORY MONTH AT SPROUTS



We take pride in nurturing our culture where the diversity of our team members, customers, and communities contribute to strengthening our business.

Sprouts is proud to celebrate Black History Month this February, recognizing the many contributions our African American/ Black team members, customers, and communities have made toward our business success. Through our Sprouts Healthy Communities Foundation, our grants and partnerships have been inclusive, and we recognize those represented partners during this Black History Month.

Our partnerships include [Jones Valley Teaching Farm](#) in Birmingham, Alabama, [Living Classrooms](#) in Baltimore, Maryland, [Spaces of Opportunity](#) in South Phoenix, [CHOICES](#) in Atlanta, Georgia, and many others you can find here on our [website](#). Thank you for continuing to help families access healthy food in our communities and for doing your part to make Sprouts an inclusive culture where we celebrate differences.

TEAM MEMBERS IN OUR COMMUNITIES



Ross Guisinger, Store Manager at **store #11 – Oro Valley, AZ**, has volunteered over 120 hours to our Neighborhood Grant partner Creative Community Solutions in Oracle, AZ. Ross is a leader of volunteers who built a marvelous G-scale railroad at the community garden. It's an attraction that draws people to the garden and teaches Arizona history and geography.

"My family and I love giving back to our community. Volunteering has a direct and long-term impact on the community. Lending a hand to build something so impactful really makes a difference and supports creating a foundation within our communities," Ross said. Families are now scheduling appointments so kids can operate the trains.



Congratulations to the team at **store #429 – Fontana, CA** for taking 1st place in the company-wide Wonderful Pistachios Sales Contest!



On a special episode of her show celebrating Heroes and Frontline Workers, Ellen DeGeneres gifted her virtual audience \$300 gift cards to Sprouts and announced the Sprouts Healthy Communities Foundation is donating \$100,000 to Phoenix's Spaces' 18-acre community farm and wellness programs that provide hundreds of local families with nutritious food and education programs.

Read more about our partnership with Spaces, and watch the [Ellen segment online](#).

WE WANT TO HEAR FROM YOU!

Do you have a great story about your Sprouts journey or how you've helped out in your community, or even a story about another stellar team member? Submit your stories to communications@sprouts.com for a chance to be featured.



Want more? Visit thevine.sprouts.com for your work schedule, company news, videos, frequently used documents and more!